As per the Exim Bank, India’s total exports of creative goods and services stood at close to $121 billion as of 2019.

When John Howkins popularized the term “creative economy” in 2001, he applied the term to the arts, cultural goods and services, toys and games, and research and development.

Recommendations for sustained ‘Creative Economy’:

Defining and mapping the creative industries in India
Funds to finance the creative industries
Focusing on joint programmes
Addressing the issue of copyrights
Promoting MSMEs and local artisans
Establishing creative districts and hubs
Forming a specialized institution for creative industries.
Several countries such as Australia, and France has made dedicated institutions or ministries for ‘Creative Economy’.